



# Pacific Air Forces and Social Media

**Guide for Web 2.0 Communicators**

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**PACAF Public Affairs Directorate**

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# BOX D BLUES



## *Special thanks to:*

*\* Lt Col Dave Olander, PACAF/A6 for valuable discussion to improve the original guide*

*\* Staff Sgt. Austin May, 100 ARW/PA for permission to use his cartoons*

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# Contents

4.....	COMPACAF policy letter – responsible use of social media
5.....	“What <b><i>IS</i></b> all this?”
6.....	At a glance
7.....	Article: “Reaching out to our ‘digital natives’
8.....	Impact of Social Media & the Internet
10.....	Social Media “Rules of the Road”
11.....	Air Force Web Response Posting Assessment decision flowchart
12.....	PACAF on Facebook
14.....	PACAF on Twitter
16.....	PACAF on YouTube (Air Force “BlueTube” channel)
18.....	PACAF on Blogger (“PACAF Pixels”)

21.....	<b>Technical reference section:</b> <i>Blogging, HTML &amp; Tricks of the Trade</i>
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24.....	Pixels stylesheet and HTML tips
29.....	Embedding AF Blue Tube video in blog posts
30.....	Effective blog posts samples from PACAF Pixels
37.....	HTML “extra”
40.....	Learning the lingo (basic social media terminology)
42.....	References and additional resources



DEPARTMENT OF THE AIR FORCE  
PACIFIC AIR FORCES

APR 01 2010

MEMORANDUM FOR ALL PACAF AIRMEN

FROM: PACAF/CC

SUBJECT: Guidance for Airmen Communicating via Internet Media

1. All Airmen have a role in promoting public understanding of our service. Since the earliest days of airpower, we have properly highlighted what and how our Air Force and our Airmen contribute to national security. U.S. citizens need this perspective to appreciate our service, commitment and sacrifice and to allow them to understand our Air Force, so they can make informed decisions. Many of today's issues are discussed online through blogs, chat rooms, social networks, and video hosting sites. These tools allow Airmen to communicate with today's audiences. This affords both an unprecedented opportunity and a critical individual responsibility. The Air Staff and PACAF now sponsor blogs and video hosting on official Air Force websites, and many of our Airmen have personal sites.

2. Online engagement is a vital and growing piece of DoD public communication efforts. This is underscored by the recent issue of Directive-Type Memorandum 09-26, which requires standard configuration of NIPRNET systems across DoD to permit access to internet-based social networking systems (e.g. Facebook, YouTube). Commanders at every level remain responsible for ensuring defense of the NIPRNET against malicious attack, while reminding network users what constitutes authorized or official use of these tools via government computers.

3. Whether posting on an official or personal website, every Airman is responsible for their "electronic conduct." The same basic rules of engagement apply for *any* public forum, on *or* off the Internet:

- Abide by OPSEC rules and protect Critical Information
- Do not post information that compromises privacy or facilitates identity theft, or puts you and/or other personnel at personal or professional risk
- Conduct yourself professionally at all times, both in text and imagery
- If you are unsure, seek command or Public Affairs guidance and refer issues beyond your expertise to PA for response

4. The first-hand accounts Airmen provide of the challenges and rewards of serving our nation are credible and compelling to our fellow citizens. We must all promote a climate of responsible public communication that encourages the positive use of the internet to enhance mission effectiveness.

GARY L. NORTH  
General, USAF  
Commander

Attachment:  
Directive-Type Memorandum (DTM) 09-026

# What is all this, and why is PACAF doing it?

*"It is just plain embarrassing that al-Qaida is better at communicating its message on the Internet than America. New institutions are needed for the 21<sup>st</sup> century, new organizations with a 21<sup>st</sup>-century mind-set."*

-- Secretary of Defense Robert Gates, Nov 2007

Rapid, continuous developments in communication and collaboration via the internet have changed the way hundreds of millions of people obtain the information by which they formulate opinions and make decisions. The speed with which information – accurate or not – transmits through this environment is unprecedented. The Department of Defense has recognized the potential of social media both for internal collaboration and the ability to communicate directly with many external audiences. Directive Type Memorandum 09-026, released in February 2010, ordered the services to standardize configuration of the unclassified NIPRNET to take advantage of these opportunities.

Years ago, the rise of cable news networks changed the way public affairs practitioners operated. The 24-hour news cycle became an "always on" environment. Internet-based media and forums accelerate this even further.

In this environment, communicators need an established reputation as a go-to source. This isn't all that different from the days when we wanted to be the first person the reporter called when a subject came up about our base or mission. The challenge is that the middleman of corporate media is easily circumvented by the internet. Instead of communicating through various media outlets that are considered trusted sources of information, we as communicators have to **already be** one of those trusted sources of information, for a potential audience that can range to the millions.

This means having a **presence** – even before there is some urgent issue we want to communicate about. Interest in our particular activities may wax and wane on a weekly basis, but with established social media tools the command is prepared when the spotlight suddenly shifts our way.

The sheer number of possible online outlets available today means AF communicators must prioritize where we apply our limited time and

manpower to engage. Not every social media or Web 2.0 site has the same reach. And it's not effective to expect each individual unit within PACAF to maintain separate ventures in this arena.

The command strategy, then, is a consolidated effort. HQ PACAF/PA established and maintains the architecture of the command blog, known as "PACAF Pixels." This is an anchor point for the command's social media presence. Each NAF and wing is able, through their PA offices, to contribute **first-person accounts** of daily life in the command. **The intent is to encourage a climate of all Airmen as responsible communicators, able to tell their part of the Air Force story** (their "pixel" of the "picture").

The command's other tools point back to and reinforce the content on the blog. PACAF/PA uses Facebook and Twitter to highlight uniquely interesting stories – both from the blog and from the traditional .mil websites.

"PACAF Pixels" and the efforts on Twitter are about eighteen months old. Facebook was only added in late January 2010, but quickly garnered 200+ fans in less than three weeks.

An old movie quote says "if you build it, they will come." U.S. Pacific Command discovered the truth of this with their own social media efforts. After months of very little traffic to their sites, a disaster relief operation in the Philippines generated an exponential spike in traffic in a very short period of time. The key point is, *when that event happened it was too late to build the machinery to engage.* Their established presence online permitted the flow of information and messages. And as Filipino media and internet users discovered PACOM's sites, relationships were established that will give the command additional options for engaging people in that part of the world. Just as it is in person, this relationship building is a marathon, not a sprint.

Time to lace up the shoes...



# At a glance...

“We cannot learn to maneuver sitting behind a wall, and just as we have learned on every other field of maneuver, we move *prudently and aware of our surroundings*, *but we must move.*”

([socialmedia.defense.gov](http://socialmedia.defense.gov))

## Why Social Media

- **Reaching “digital natives”** (Source: AFD 091210-043)
  - 71 percent – 96 percent of E-2s through E-6s – use YouTube
  - 60 percent of enlisted Airmen said they use MySpace.
  - 46 percent of E-2s and 60 percent of 2nd Lts use Facebook
  - 21 percent of all officers said they use Facebook.
  - 15 percent said they use Blogger
  - 62 percent of all Americans are part of a wireless, mobile population that participates in digital activities away from home or work (Pew Research Center, March 2008)
- **Collaborative advantages**

Real-time teamwork via message boards, chat systems and shared document hosting/editing is faster and more efficient than serial communication via telephone or email
- **Deployment morale**

Video conferencing (i.e. Skype, video chat) and social media communication tools strongly connect overseas Airmen with families and friends
- **Increased need for speed**

The ability to broadcast information worldwide now belongs to anyone with a videophone and high-speed internet. We can’t participate in this continuous public conversation if we aren’t *present, listening, and ready to engage*.

*Our adversaries and critics are there... we need to be, too.*

## How

- **New medium, same communication rules of engagement:**

The public is interested in first-hand accounts by Airmen of the challenges & rewards of service life. We have great stories to tell, and need to guide our Airmen about how to communicate them. There is NO DIFFERENCE in the security/policy considerations when communicating via social media versus other public forums used for decades.

  - “Be yourself,” stay in your lane of expertise, and realize anything you post is attributable
  - Every Airman is still responsible for OPSEC, policy and propriety
  - If in doubt, consult PA and/or A6 channels
- **Timeliness and continuous engagement**

Social media facilitates a *conversation* with the public, not a one-way dialogue. This requires regular input by PA and our Airmen, as well as timely responses to feedback and breaking news events. Our credibility as open communicators is built *before* a crisis, not *during*.

# Reaching Out to Our 'Digital Natives'

FedTech Magazine, 4 Nov 2008

[http://fedtechmagazine.com/article.asp?item\\_id=478](http://fedtechmagazine.com/article.asp?item_id=478)

In a November 2007 speech at the University of Kansas, Secretary of Defense Robert M. Gates spelled out a problem clearly for everyone in the Defense Department: “New institutions are needed for the 21st century, new organizations with a 21st-century mind-set. It is just plain embarrassing that al-Qaida is better at communicating its message on the Internet than America.”

The 2006 Quadrennial Defense Review — one of the military’s chief strategy documents — outlined the need for development of a new-media capability in a world that’s networked 24x7. My directorate is one result of that recommendation. New media lets us create a more customized experience for our diverse, worldwide audiences.

## **Reality 1: You must model your audience.**

DOD members can access our news and information where they want it, when they want it. With 65 percent of our 2.6 million uniformed military population composed of what we call “digital natives” — troops age 27 or younger, who grew up virtually immersed in digital technology — we must gear our communications to the way they consume information.

New and emerging technologies, such as the blogosphere and mobile communication devices, present new avenues through which to provide information to service members, their families and also the American public. The old media landscape has changed. One-way communication and high barriers to entry onto the media playing field have given way to ubiquitous connectivity and news as conversation. Evolving technology has made it possible for dialogue to occur on a global scale, and everyone can take part. But your organization has to be ready.

## **Reality 2: You have to lead to get followers.**

We are fortunate at DOD to have the technology, human infrastructure and, most important, forward-leaning leaders who understand the importance of using new communications media. Although some are skeptical about reaching audiences through new media, others have embraced it, especially those with teenagers who know the importance of these technologies to digital-native audiences. DOD now uses blogs, wikis, widgets, mobile devices, social networks and other web-based outlets to give us more direct, two-way access to our audiences than we could achieve through traditional methods.

Ensuring your communicators have access to social networking sites and other online destinations such as YouTube, BlogTalkRadio and iTunes is essential. As a general rule, DOD blocks access to those sites from government computers and grants exemptions based on mission need. Our IT team worked diligently to obtain both the policy exemptions and support for our ongoing new-media engagement activities. We also worked closely with our web operations team as we developed new programs such as the Bloggers’ Roundtable, widgets and text messaging, while redesigning our websites to provide more interactive capabilities.

## **Reality 3: You must become part of this new community.**

We reached out to new-media providers, such as AddThis, the bookmarking and sharing button on the Internet. They provided us with a DOD version of the AddThis interface that met our web policy requirements and helped us spread our content and information across the web.

We also invested in new servers and software that allowed us to have collaborative online work spaces and to host blogging in the DOD dot-mil domain.

## **Reality 4: You can’t be everywhere (even online), so you must be choosy.**

Just a word of caution: While it’s important to leverage new-media venues to communicate your agencies’ information, you also need to be careful about selecting the outlets that are right for you. Some endeavors must be kept current to be successful, which can be quite time-consuming. So, just because you can doesn’t necessarily mean you should.

The ongoing transformation of the department is re-posturing and re-equipping our force to meet current and future challenges. We need new tools, new outlets and a new understanding to remain competitive in the 21st century. For this reason, Defense is using new media to engage key audiences using next-generation tools. Future battlefields may not be identifiable on maps. In a war with no boundaries, empowering our internal audience with real-time information, context and the tools to share their unique experiences equips them as they defend our freedom and democracy.

# Impact of Social Media & the Internet

Consumer-generated content catches up with the news and entertainment industries

*"A lie can get halfway around the world before the truth can get its boots on"*

-- Mark Twain



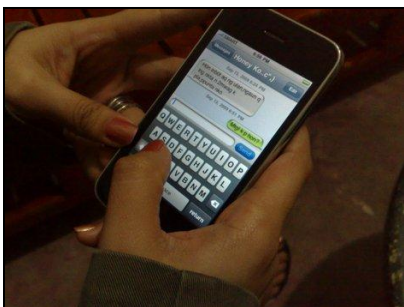
## An electronic printing press for the masses

Web feeds through services like RSS (Really Simple Syndication) publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (called a "feed," "web feed," or "channel") includes full or summarized text, plus data such as publishing dates and authorship. Web feeds benefit *publishers* by letting them syndicate content automatically. They benefit *readers* who want to subscribe to timely updates from favored websites or to aggregate feeds from *many sites* into one place.



The ease of information distribution via this and other web sharing tools places the ability to reach vast audiences into the hands of *nearly anyone* with a basic computer setup and a selection of inexpensive video and audio gear. Some bloggers, such as law professor Glen Reynolds of Instapundit.com, average nearly *half a million visitors or more a day*, giving them potential influence on a par with traditional local media outlets. Many sites focus on specific subject areas, offering 'niche audiences' with whom a continuous dialogue and exchange of information can be established.

**To have an *effect* on these conversations, though, we must be *part* of them.**





# Impact of Social Media & the Internet

**A continuous conversation replaces simple information gathering**

## **A megaphone for many voices – and *insight for those who listen***

Organizations just beginning to engage with social media have to adapt many of their corporate communication expectations. Those who succeed are the ones willing to invest time and energy into *conversing* with those who have an interest in the organization, rather than simply posting information and assuming readers will access and understand it. Most disconcerting for many is the possibility of negative comments posted on an organization's sites. There is a tendency to want to control the conversation and block dissenting voices, but this practice will quickly undercut the organization's online credibility and the willingness of internet users to engage with it. This doesn't mean 'anything goes' – as the host of the forum, the organization *should* lay out clear expectations regarding civility by those who choose to respond. The challenge then becomes one of seeing respectful disagreement as an opportunity to inform, educate and perhaps eventually persuade.

It takes time to develop an online community of interest but once established, it can be an invaluable resource not only for disseminating information, but for gathering public reactions. The maturation of a social media engagement program might look something like this:

### **Step One: initial setup and discovery by interested online users**

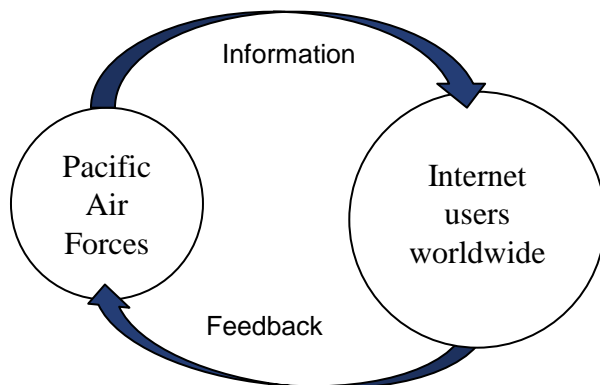
- Many, if not most users read available information, but post few or no responses

### **Step Two: beginning the conversation**

- Initial comments may come from fans *or* detractors. How the organization responds will determine whether the site goes on to build a network community, or simply becomes another web page with standard public relations materials.

### **Step Three: a community forms**

- If the organization puts the time into responding to comments (positive and/or negative), it encourages more interaction. Over time, 'regulars' emerge, and these individuals may even assist the policing of commentary by pointing out frequently asked questions and misunderstandings, repeating earlier organizational answers for new readers, or defending the host against hype, rumor or unfounded charges. This development of third-party validation doesn't happen overnight, but is a result of *sustained, above-board engagement efforts* with interested readers.



Social media allows completion of the communication loop, provided the organization is willing to listen and engage. This has the *potential* to provide faster, regular and more useful feedback than any poll, focus group or other conventional assessment could.

# Social Media “Rules of the Road”

## What **can** I do on these sites?

- **DO** use the sites to help the mission; build relationships and new ways to operate
- **DO** communicate; think collaboration, but also **THINK OPSEC**
- **DO** be creative; new tools and applications emerge constantly; help identify new opportunities
- **DO** get engaged online; **the enemy is living here already** -- it's time for us to give our side
- **DO** use good judgment, in the end you're responsible for what you say and the image you present
- **DO** give **first-hand** accounts; go with what you know and share, but no second hand info
- **DO** correct folks if they misrepresent the AF -- respectfully and factually, but make it right
- **DO** correct yourself if you make a mistake -- **CREDIBILITY IS CRITICAL**
- **DO** acknowledge that your views are your **own** and not necessarily those of the AF or DoD
- **DO** act professionally, **YOU** are our best interface to the public; be proud and act appropriately
- **DO** remember the UCMJ still applies; the “virtual world” doesn't turn illegal activity legal
- **DO** ask for help if you aren't sure about posting something (Public Affairs is a great place to start)
- **DO** remember once the information's out there, it's available worldwide

Using these capabilities requires the same operational risk management calculations that apply across many functions. Just as flying is an inherently risky activity, but carefully done to **achieve an effect**, the same is true of communication via **any medium**.



## What **CAN'T** I do on these sites?

- **DON'T** compromise operations, privacy, contractually sensitive or classified data. **THINK OPSEC**
- **DON'T** just entertain yourself; FarmVille, Mafia Wars, apps and widgets need to be done at home
- **DON'T** be rude (**the world is watching**); no obscene, abusive, hateful, bigoted or offensive remarks
- **DON'T** use other people's creations; honor copyrights, trademarks, logos and writings
- **DON'T** tread on others' rights; respect everyone's right to privacy and personal freedom
- **DON'T** conceal your AF affiliation; social media isn't meant for “covert commenting operations”
- **DON'T** be fake, no embellishing your credentials or faking an online identity – be yourself
- **DON'T** pass on second/third hand info; first-hand knowledge only, please
- **DON'T** confuse this with your duties; lunchtime personal chats and work-related collaboration is one thing, but don't let these new tools distract you from your primary duties!

REMEMBER – The Internet is a party line...  
your intended audience is **not** the only one listening!



# AIR FORCE WEB POSTING RESPONSE ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY – EMERGING TECHNOLOGY DIVISION

## DISCOVER

YES

### WEB POSTING

Has someone discovered a post about the organization?  
Is it positive or balanced?

"Produced by  
Air Force Public Affairs Agency.  
This product is public domain  
and may be used freely."

NO

## EVALUATE

### CONCURRENCE

A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.

You can concur with the post, let stand or provide a positive review.  
Do you want to respond?

NO

### LET STAND

Let the post stand—no response.

YES

### "TROLLS"

Is this a site dedicated to bashing and degrading others?

NO

YES

### MONITOR ONLY

Avoid responding to specific posts, monitor site for relevant information and comments. Notify HQ.

### "RAGER"

Is the posting a rant, rage, joke or satirical in nature?

NO

### "MISGUIDED"

Are there erroneous facts in the posting?

YES

### FIX THE FACTS

Do you wish to respond with factual information directly on the comment board?

YES

NO

### "UNHAPPY CUSTOMER"

Is the posting a result of a negative experience?

YES

### RESTORATION

Do you wish to rectify the situation and act upon a reasonable solution?

NO

## RESPOND

### SHARE SUCCESS

Do you wish to proactively share your story and your mission?

### FINAL EVALUATION

Write response for current circumstances only.  
Will you respond?

YES

## RESPONSE CONSIDERATIONS

### TRANSPARENCY

Disclose your Air Force connection.

### SOURCING

Cite your sources by including hyperlinks, images, video or other references.

### TIMELINESS

Take time to create good responses. Don't rush.

### TOPE

Respond in a tone that reflects highly on the rich heritage of the Air Force.

### INFLUENCE

Focus on the most used sites related to the Air Force.





**U.S. Pacific Air Forces**

Wall Info Video Photos Notes Discussions >> +

What's on your mind?

Attach: [Icons] Everyone Share

U.S. Pacific Air Forces + Fans U.S. Pacific Air Forces Just Fans Settings

**U.S. Pacific Air Forces Promotion... and one family's legacy of service**

**PACAF Pixels: Promotion Ceremony -- A Dream Come True!**  
www.pacafpixels.com  
Yesterday, March 31, saw the end of nearly a year-long wait for me to sew on my next rank and officially become a senior noncommissioned officer -- but it also saw me fulfill a nearly lifelong dream and ...

April 1 at 10:50pm · Comment · Like · Share · Promote

Jasmine Deborah and Martie Moore like this.

**Jasmine Deborah** Touching and inspiring story! Congrats, Master Sgt. Mike Hammond, and thank you for your service!  
April 1 at 11:02pm · Delete · Report

**Julia Werbinski Fitzgerald** Congrats MSgt Hammond! God Bless and Thank you!  
April 1 at 11:52pm · Delete · Report

Write a comment...

**U.S. Pacific Air Forces A million push-ups later...**

**PACAF Pixels: A million push-ups later...**  
www.pacafpixels.com  
Medics at the 3rd Wing, Elmendorf Air Force Base, Alaska, have completed the million push-up challenge posed by their leadership in December. For the original account by Tech. Sgt. Brandy Walker, click here. Final total after 100 days: 1,184,957

March 30 at 8:45am · Comment · Like · Share · Promote

Jasmine Deborah likes this.

Write a comment...

**U.S. Pacific Air Forces Moments as Misawa's Mayor...**

**PACAF Pixels: Mayor for a day**

45,000 U.S. Airmen, stationed at nine strategic bases around the Asia-Pacific region, provide postured combat forces to promote security and stability.

Click the Info tab for more.

www.pacafpixels.com  
pacaf.pa "at" gmail.com

**Information**

Location:  
Hickam Air Force Base, Hawaii

361 People Like This See All

Chester R. Curtis Mark Brington Trevor Larsson

Collan Tim Cranhill Tamar

Get More Fans

Get more fans for your Page with Facebook Ads! Preview below.

**U.S. Pacific Air Forces**

Your Text Here  
Don Langley is a fan.  
Become a Fan

Chat (12)

Internet

## Find us on Facebook – “U.S. Pacific Air Forces”

Facebook is a social networking website launched in February 2004. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college.

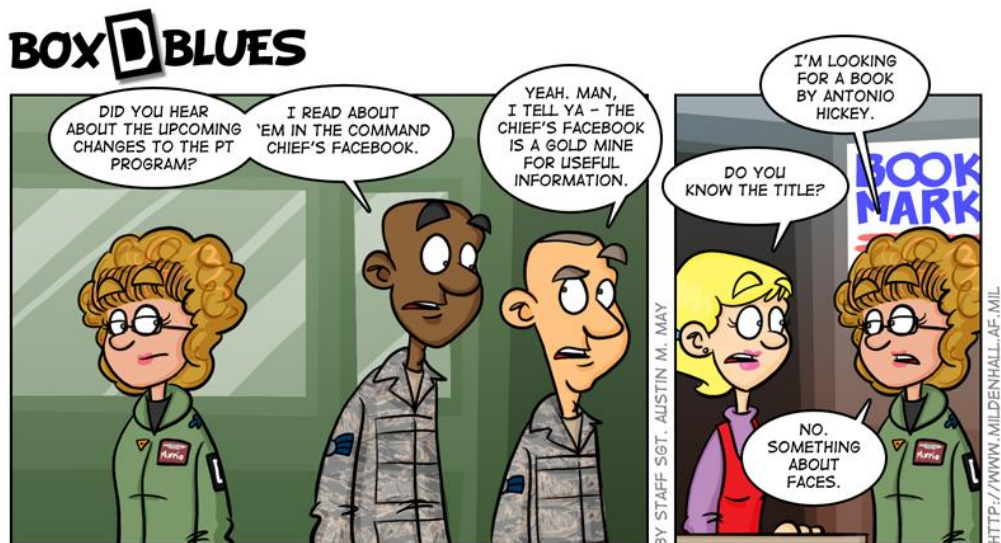
The website currently has more than 400 million active users worldwide, and a study in January 2009 ranked Facebook as the most used social network by worldwide monthly active users.



# PACAF on Facebook

The heart of PACAF's social media engagement is the Pixels blog (see later section). Facebook allows the command to build an interactive audience, advertise content and direct traffic both to the blog and more traditional official sites. Most importantly, it provides an established network through which the command can engage in conversations with the public.

PACAF/PA will post periodic 'status updates' highlighting current interest items, either with a short standalone statement, imagery, or links to related content, whether on military or civilian websites. Each of these updates will provide insight into the command, and should encourage readers to become 'fans,' receiving the updates as feeds on their own pages.



## ***What constitutes 'official use' of Facebook via government-owned systems?***

In accordance with DTM 09-26, Airmen may now access Facebook via NIPRNET computers for 'official purposes.' Examples of this include (but are not necessarily limited to):

- Maintenance of official external presences (i.e. unit pages and associated content)
- Accessing official information (i.e. unit, AAFES, Services) via the Facebook platform
- Collaborating with other AF members regarding official duties (using instant messenger or other features of the Facebook platform). Such discussions **MUST** remain at the unclassified level, be restricted to participants (not open to general public) and not involve information from unit Critical Information Lists.

As noted in Attachment 2 to DTM 09-026, the Joint Ethics Regulation permits limited personal use of Federal Government resources on a non-interference basis when authorized by the agency designee. Examples of this may include use of the platforms during lunch or other authorized break periods, or outside of normal duty hours. Commanders at all levels are responsible for defining to their personnel what constitutes non-mission interference personal use, and all Airmen are responsible for complying with established policies. When accessing Internet-based capabilities using Federal Government resources in an authorized personal or unofficial capacity, individuals shall employ sound operations security (OPSEC) measures in accordance with DoD Manual 5205.02-M ("DoD Operations Security Program Manual") and shall not represent the policies or official position of the Department of Defense.





**Pacific Air Forces**  
www.pacaf.af.mil

What's happening? 140

Latest: Return of the Raptors <http://bit.ly/dofDmi> 1 day ago

Tweets mentioning @PACAF

**PacificCommand** RT @PACAF: Fueling a friendship <http://bit.ly/96OUiv>  
1:10 PM May 25th via HootSuite

**PacificCommand** RT @PACAF: Return of the Raptors <http://bit.ly/dofDmi>  
9:57 AM May 25th via HootSuite

**PacificCommand** Just added new photos on Facebook - Bilateral air refueling training with #Japan Air Self Defense Force <http://ow.ly/1Pjee> cc: @PACAF  
8:14 AM May 25th via HootSuite

**DanielleSchneid** #MilMonday ∞ @PACAF @airforcenews @AFRC @AFOSR @USAHEC @usmc @ArmyToday @RegimentalBooks @vetsurvivor @the\_USO @NavyNews  
11:44 AM May 24th via web

**ilovemytroops2** RT @PacificCommand: U.S., Japanese Airmen train for Red Flag-Alaska <http://ow.ly/1OkLk> (via @PACAF) #USAF #Japan #Alaska  
12:22 PM May 21st via UberTwitter

**ilovemytroops** RT @PacificCommand: [VIDEO] AF dental tech saves a few smiles in #Vietnam during Pacific Angel 2010 <http://ow.ly/1OkQu> (via @PACAF) #USAF  
12:21 PM May 21st via txt

**PACAF**  
313 tweets  
13 following 364 followers 69 listed  
Twitter-for-BlackBerry n. The Twitter branded app for BlackBerry.

Home  
@PACAF  
Direct Messages 0  
Favorites  
Retweets  
Search  
Lists  
Trending: Worldwide  
Change  
Crystal Bowersox  
Lee DeWyze  
#togetwithme  
#idolfinale  
#giffromgod  
AnahiQuieroMusicVideo  
Casey James  
Brett Michaels  
American Idol finale  
Greyson

On Facebook:  
U.S. Pacific Air Forces  
The command's blog:  
www.pacafpixels.com  
Flickr:  
www.flickr.com/pacafpa

## Find us on Twitter – “@PACAF”

Twitter is a social networking and microblogging service that allows users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*. The website application has more than 100 million users worldwide, and is particularly popular to access via mobile devices (cell phone/personal digital assistants).

Recipients can choose to pass along information (“ReTweet”) to their own circle of followers, providing a rapid conduit for interesting content.



# PACAF on Twitter

As already noted, the Pixels blog is the central ‘anchor’ of the command’s social network engagement. Like Facebook, PACAF is employing Twitter for several purposes:

- Maintain an official command presence on another commonly used platform
- Direct traffic to Pixels, the Facebook site or official AFPIMS content
- Provide a venue for contingency communication

Facebook offers the option to have status updates linked to a Twitter account – PACAF has done this. Thus, a typical round of content updating might begin with a blog post on Pixels, the link to which is posted on the Facebook site, which then feeds the information into a Twitter update.

## *What constitutes ‘official use’ of Twitter via government-owned systems?*

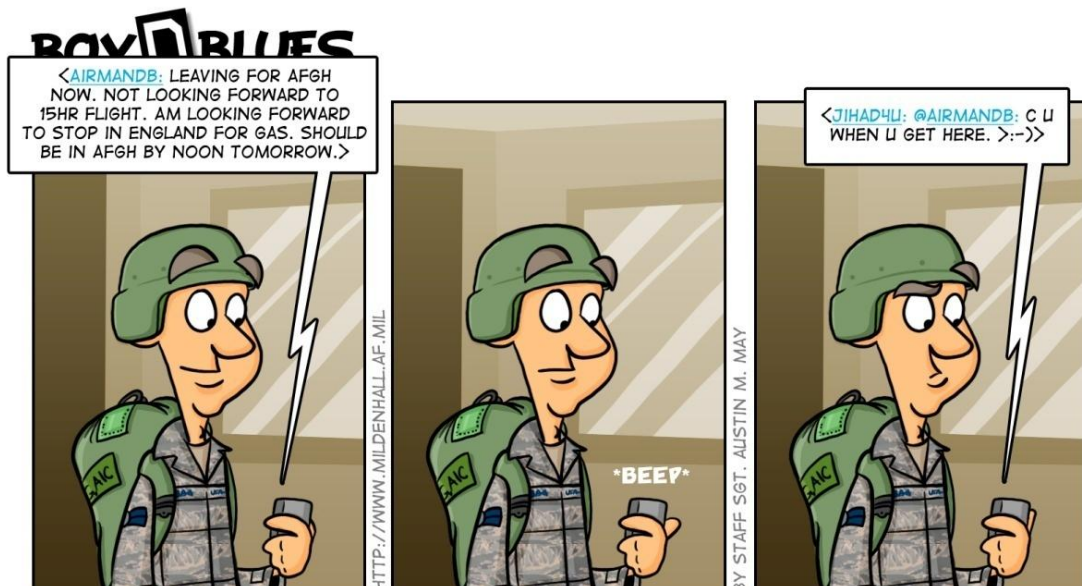
In accordance with DTM 09-26, Airmen may now access Twitter via NIPRNET computers for ‘official purposes.’ The nature of this platform does not lend itself well to collaboration, so the primary reason to access Twitter via NIPRNET would be coordinated through Public Affairs in support of official external presences (i.e. the “@PACAF” account status feed).


As with any platform, sound operations security practices are essential. Twitter content showing presence at various conferences, exercises, etc, can be a great way to drive interest in the day-to-day activities of the Air Force and a brief way of conveying messages supporting our communication strategy.

*Example content:*

“Just provided dental services to 139 Indonesian citizens as part of the ongoing Operation Pacific Angel 2022.”


This use must be balanced with critical information protection, particularly time-sensitive info.




English ▼
Sign Up | QuickList | Help | Sign In

Videos | Channels | Community | Upload

Search



**U.S. AIR FORCE**
[www.af.mil](http://www.af.mil)

Videos | Favorites | Playlists | Groups

**Air Force Blue Tube**
Subscribe



**AFBlueTube**  
 Joined: January 15, 2008  
 Last Sign In: 21 hours ago  
 Subscribers: 237  
 Channel Views: 16,787

**NONPROFIT**


Air Force Blue Tube, AFBlueTube, is a channel for everything Air Force. Hosted by the Air Force Public Affairs Agency, it contains news and information from the US Air Force. It is also a place for Airmen to share their videos and stories. We're looking for all types of material, from funny, to poignant, and everything in between.

Check out our blog at [www.airforcelive.blogspot.com](http://www.airforcelive.blogspot.com)  
 Look us up on FaceBook: Hap Arnold.  
 Check us out in 2nd Life at Huffman Prairie.  
 Check us out on iReport, SAF PA.

Official presence of the US Air Force known as AFBlueTube, AF Blue Tube or Air Force Blue Tube.  
 City: **Arlington, VA**  
 Hometown: **Pentagon**  
 Country: **United States**  
 Occupation: **US AIR FORCE, USAF**  
 Companies: **United States Airmen**  
 Interests and Hobbies: **Defending the United States in Air Space and Cyberspace.**  
 Music: **US Air Force band: [www.usafband.af.mil](http://www.usafband.af.mil)**  
 Website: **<http://www.af.mil>**

#60 - Most Viewed (This Week) - Non-Profit  
 #38 - Most Viewed (This Month) - Non-Profit

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**The people behind Pixels**  
 From: AFBlueTube  
 Views: 152

**Playlists**



**Air Force People 49 Videos**  
 This playlist includes videos showing Air Force people and what they are doing.

[Play All](#)  
[Share](#)

[see all](#)

**Videos (100)**

[Subscribe to AFBlueTube's videos](#)

## Find the Air Force: search for “AFBlueTube” channel

YouTube, created in February 2005, is a video-sharing website on which users can upload, share, and view videos. In November 2006, Google Inc. purchased YouTube for \$1.65 billion. The site displays a wide variety of user-generated content: movie and TV clips, music videos, and amateur content such as video blogging and short original videos. Registered users can create dedicated “channels” and upload an unlimited number of videos. Registration is *not required* to view most content.

# PACAF on YouTube (AF BlueTube channel)

If a picture is worth 1,000 words, video communicates exponentially more. All PACAF units are highly encouraged to ensure video documentation of their many varied activities, for use in the command's public communication efforts.

The command strategy for employing YouTube is to collaborate with the existing SAF/PA effort via a specific channel on YouTube (called "AF BlueTube"), where video vignettes are posted from around the Air Force. PACAF/PA coordinates receipt, approval and posting of content from the command to this site, and embeds the video in a post on the PACAF Pixels blog site. Videos on BlueTube contain links to Pixels and vice-versa, allowing internet users to 'stumble' upon PACAF content through a variety of platforms that mutually reinforce.

As with all content generated for social media engagement, continuous consideration of operational security and critical information is vital to ensure protection of sensitive tactics, techniques and procedures. Communicators must balance the need to generate public support and understanding of various missions and events, with the need to protect details valuable to potential adversaries.

## What constitutes 'official use' of YouTube via government-owned systems?

In accordance with DTM 09-26, Airmen may now access YouTube via NIPRNET computers for 'official purposes.' This may eventually extend to other video-hosting sites as well. Access to these platforms for official purposes may include research, newsgathering or instructional /educational support. *Users must keep in mind that aside from DoD-sponsored material, the vast majority of content on most video-hosting sites bears little or no value for official purposes.*

Video usage consumes a notable amount of network bandwidth resources. It's common for a popular amateur video to go "viral," with a link emailed to hundreds or thousands of users. Many such videos contain objectionable/non-professional material not authorized for access via government computers. Simultaneous use of AF network resources solely for 'entertainment' value has the potential to degrade communication effectiveness and impact mission-essential resources. In addition, accessing material such as pornography or hate-group sponsored material may subject Airmen to action under the Uniform Code of Military Justice – *this facet has not changed*. Commanders at all levels are responsible for defining to their personnel what constitutes non-mission interference personal use and prohibited content, and all Airmen are responsible for complying with established policies.



# BLOGGING



## PACAF PIXELS - The official blog of Pacific Air Forces <http://www.pacafpixels.com>

A **blog** (a contraction of the term "web log") is a type of website, usually managed by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. *The ability of readers to leave comments in an interactive format and to build a community of regular readers is an important part of many blogs.*



# PACAF Blogging: “Pixels”

Rather than have each subordinate unit maintain their own official site, the command intent in PACAF is a collaborative effort on a single site, to which all units contribute content. This reduces administrative overhead and manpower, while creating a site with a wide variety of potential content of interest to readers—from operational experiences to cultural exchanges to vignettes of off-duty life.

These short insights (or ‘pixel’ elements of the PACAF picture) are meant to be engaging first-person accounts by Airmen around the command, rather than ‘repurposed’ public affairs coverage. The latter belongs on the .mil AFPIMS sites, though it’s certainly appropriate—and encouraged—for *links in Pixel posts to point* to more traditional/official content (i.e. fact sheets, biographies, etc).

Each public affairs office within PACAF has an account that permits access to upload information to Pixels. Public Affairs teams will seek participants in planned events who are willing to write a first-person account of their activity. Airmen are also highly encouraged to offer such content on their own initiative, for publishing through the Public Affairs office. Public Affairs teams should review submissions for adherence to security, accuracy, policy and propriety, but otherwise should not edit or change the ‘voice’ of the writer’s submission.

Like all social media, blogs rapidly disseminate information and drive public discussions. This *immediacy of impact* is simply the current state of play in the information environment.

**The considerations for operational security, policy and propriety, however, are no different than with any public communication medium of the past.**

## BOX D BLUES



### What constitutes ‘official use’ of blogs via government-owned systems?

As the NIPRNET is opened to social media sites, users will be able to access and interact with various blogs. Examples of official use of this capability include (but are not necessarily limited to) research, newsgathering, and support of official external presences.

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# Blogging, HTML and tricks of the trade:

## *A technical reference for contributors to PACAF Pixels*

This section of the guide is **not** about policy or strategy. It is intended as a technical reference for public affairs offices and other communicators in the command as they manage their local units' contributions to the PACAF effort.

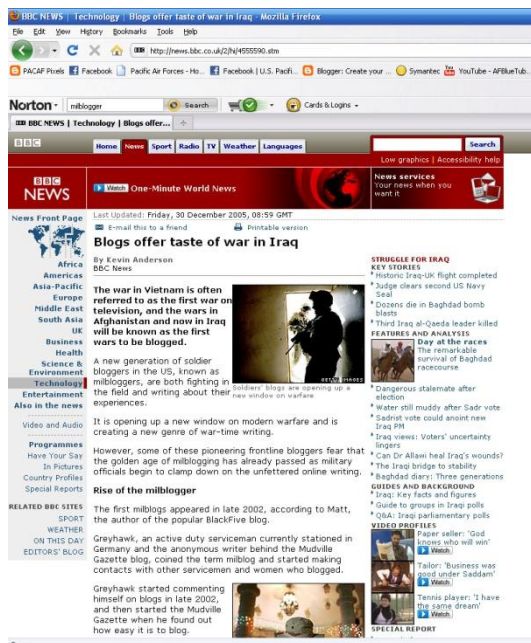
The PACAF Pixels site is hosted through the Google-owned "Blogger" service. The main advantages to this arrangement are that it is a well-known free platform, and uses a "WYSIWYG" interface ("What you see is what you get") requiring little or no knowledge of HTML coding. That said, there are a few HTML (Hypertext Markup Language) tricks that will help you standardize the look of your posts, and add to the value of links and other material they contain.

HOME | BENEFITS | NEWS | TRAVEL | SHOP | MONEY | CAREERS | EDUCATION | JOIN THE MILITARY | COMMUNITY

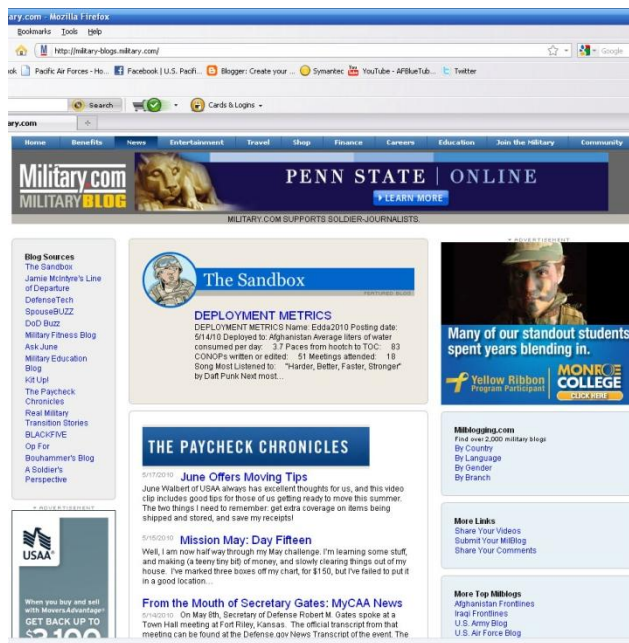
# MILblogging.com

Home - About Us - FAQ - Contact Us - Register - Site Map - Link Buttons - Milbloggies

Welcome to Milblogging.com, a daily snapshot of the top milblogs, milblogs by country, and other cool stuff in the military blogosphere.



The screenshot shows a BBC News blog post from December 30, 2005. The article is titled "Blogs offer taste of war in Iraq" and is written by Kevin Anderson. It discusses how the war in Iraq has become a topic of interest for bloggers, with some serving as a platform for war-torn Iraqis and others as a way for Americans to share their experiences. The article mentions that the war in Vietnam was often referred to as the first war on television, and now Iraq is being referred to as the first war to be blogged. It also notes that a new generation of soldier bloggers in the US, known as milbloggers, are both fighting in the field and writing about their experiences. The article mentions that it is opening up a new window on modern warfare and is creating a new genre of war-time writing. It also mentions that some of these pioneering frontline bloggers fear that the golden age of milblogging has already passed as military officials begin to clamp down on the unfettered online writing. The article mentions that the first milblogs appeared in late 2002, according to Matt, the author of the popular BlackFive blog. It also mentions that Greyhawk, an active duty serviceman currently stationed in Germany and the anonymous writer behind the Mudville Gazette blog, coined the term milblog and started making contacts with other servicemen and women who blogged. It also mentions that Greyhawk started commenting himself on blogs in late 2002, and then started the Mudville Gazette when he found out how easy it is to blog.



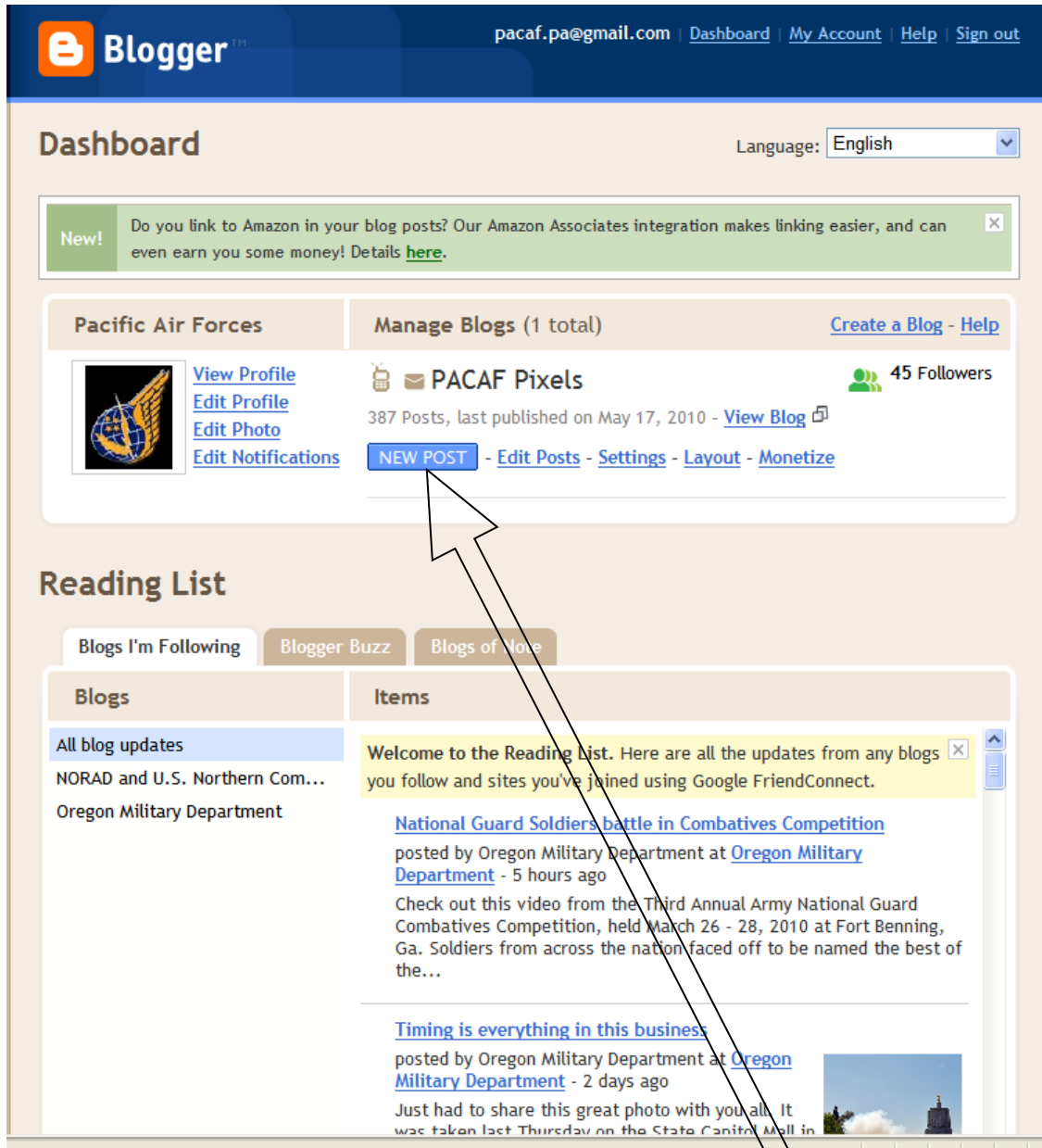
The screenshot shows the Military.com website. The header includes the Military.com logo and navigation links: HOME | BENEFITS | NEWS | TRAVEL | SHOP | MONEY | CAREERS | EDUCATION | JOIN THE MILITARY | COMMUNITY. Below the header is a banner for "MILblogging.com" with the text "Home - About Us - FAQ - Contact Us - Register - Site Map - Link Buttons - Milbloggies" and "Welcome to Milblogging.com, a daily snapshot of the top milblogs, milblogs by country, and other cool stuff in the military blogosphere." The main content area is divided into several sections: "Blog Sources" (The Sandbox, Jamie Minerva's Line of Departure, DefenseTech, SpouseJazz, DoD Buzz, Military Fitness Blog, Ask June, Military Education Blog, Kid Up!, The Paycheck Chronicles, Real Military, Transition Stories, BLACKFIVE, Op For Bushhammer's Blog, A Soldier's Perspective), "The Sandbox" (DEPLOYMENT METRICS: Name: Edda2010, Posting date: 5/14/10, Deployed to: Afghanistan, Average liters of water consumed per day: 3.7, Paces from hooch to TOC: 83, COMOPS written or edited: 51, Meetings attended: 18, Song Most Listened to: "Harder, Better, Faster, Stronger" by Daft Punk, Nest most...), "THE PAYCHECK CHRONICLES" (June Offers Moving Tips: June Walker of USA always has excellent thoughts for us, and this video clip includes good tips for those of us getting ready to move this summer. The two things I need to remember: get extra coverage on items being shipped and stored, and save my receipt!), "Mission May: Day Fifteen" (Well, I am now half way through my May challenge: I'm learning some stuff, and making a lousy tiny bit of money, and slowly clearing things out of my house. I've marked three boxes off my chart, for \$150, but I've failed to put it in a good location.), "From the Mouth of Secretary Gates: MyCAA News" (On May 18, Secretary of Defense Robert M. Gates spoke at a Town Hall meeting at Fort Riley, Kansas. The official transcript from that meeting can be found at the Defense.gov News Transcript of the event. The

# Getting started, step by step:

Go to [www.blogger.com](http://www.blogger.com)

Enter the user name and password – these are the accounts PACAF/PA generated for each unit at the start of the Pixels effort. Call for assistance if your account doesn't work.

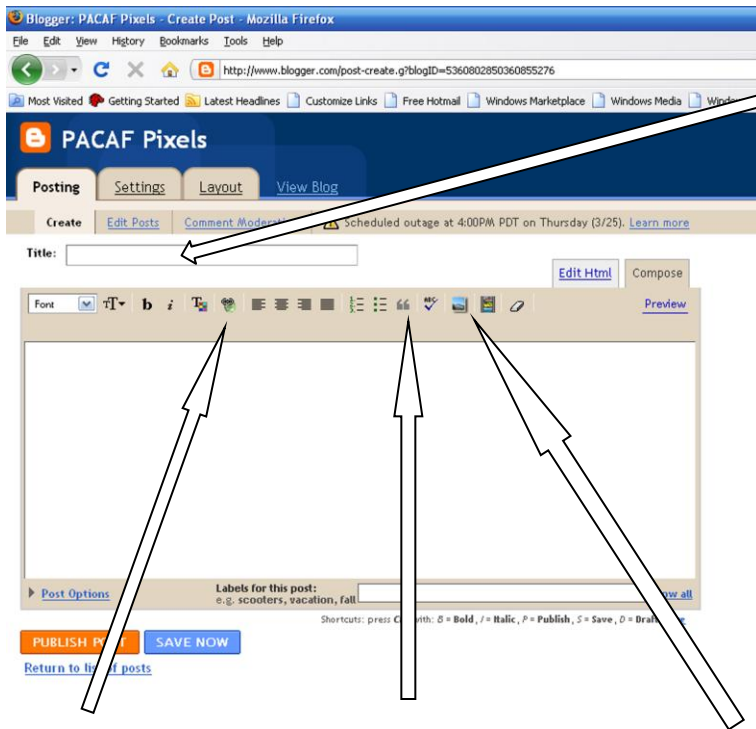
Once you're logged in, you should see this:



The screenshot shows the Blogger dashboard for the user [pacaf.pa@gmail.com](mailto:pacaf.pa@gmail.com). The top navigation bar includes links for [Dashboard](#), [My Account](#), [Help](#), and [Sign out](#). The main content area is titled "Dashboard" and includes a language selector set to "English". A green notification banner at the top mentions Amazon Associates integration. Below this, the "Manage Blogs (1 total)" section displays the "PACAF Pixels" blog profile, which has 45 followers and 387 posts. A large white arrow points to the "NEW POST" button in the blog's management links. The "Reading List" section is visible below, showing a list of blogs followed and a list of items from those blogs, including a post about a National Guard competition.

This is the Pixels dashboard --  
Click "New Post" to begin.

## You should see this after clicking “New Post:”



**Titles for posts are like writing headlines...** you want to be concise, while driving reader interest.

Note the two tabs here: the default view is “compose.” You can simply type or cut-and-paste text into the bottom window, and it will appear pretty close to what it will look like on the site when published. We’ll come back to the HTML tab later.

*Some other features to note:*

### **Insert hyperlink:**

Highlight the text you want to link from, then click this button. Type or paste the web address in the pop-up box, then click “OK.”

### **Block quote:**

Highlight the text, then click this button—it will indent like a pullquote, and change the text color to further highlight.

### **Insert picture/video**

Place the cursor where you want the image in the post, then click the button. Pay attention to the image alignment options (r/l/ctr) and size (s/m/l).

DO NOT insert video... we host video on the Air Force Blue Tube site and embed from there. (More on this later...)

When you’ve finished a post, you can preview it by clicking the option under the Compose tab. When it’s ready to go, click the large orange “Publish Post” button at the bottom left corner.



# “Style sheet” for PACAF Pixels

This site is intended to be an active team effort by all PACAF units. The nature of the content will vary widely among the many different missions and local ‘flavors’ around each base, but the site should still convey unity as a command. The layout of a blog post has considerations similar to that of a print product—consistent use of fonts, formats, size in leading lines in photos and so on. As with any established print product, there’s a need for a style sheet standard to help brand the product.

## **Format requirements for all posts:**

**Post title:** like writing a headline. Keep to one line unless absolutely necessary. Short, hard-hitting titles will grab readers, just as in a print product.

**Font type:** Keep the text the default Blogger font . This means if you are cutting and pasting text from another source (i.e. email or a word document), you may need to take out different font tags inserted by the word processing program used for the original document. (see HTML tip 1).

**Identify the writer:** rank/name, their position/title, and any other amplifying info **in italics & parentheses**. This should run at the very start of the post. Example:

*(Major John Smith is the director of operations for the 999th Fighter Squadron, which operates the F-2000 at Timbuktu Airbase.)*

\* Formatting the ID this way sets the text apart from the writer’s own words

**Photos:** one to three well-composed photos can really increase the value of a post. Just as with a print publication, carefully consider how large to run them. Even if run small in the post, the full size photo is uploaded to Blogger, so if a viewer clicks on the photo from the site, it will enlarge it in their browser window.

One simple workaround is to paste the text in Microsoft Word, save as a *text only file* (no formatting), then reopen, copy the text and paste in the Blogger window. This will remove any embedded tags.

**Video:** if including embedded video in your post, coordinate with PACAF/PA to upload it to AF Blue Tube -- DO NOT upload it directly on Blogger. More detailed instructions on this can be found in the section on use of YouTube (AF BlueTube channel).

**Labels:** these are key to establishing the nature of the site’s content for search engines and potential viewers looking for resources on given subjects. Every post must have a handful of labels describing the topic(s). *Include your base as one of the labels* -- (see HTML tip 4)

## Basic HTML tips:

### Making blog posts adhere to the stylesheet:

The good news is that Blogger does nearly all the HTML coding required for PACAF Pixels. The following four points will keep the look of the posts consistent throughout the site. Three do not require any HTML editing. The other is a simple tag to create a new browser window (see number 3).

#### (1) *The font for all posts is the default in the Blogger template (a sort of arial font).*

**If** you cut and paste text (i.e. from a Word document), *you need to do one of two things:*

Either

a) Save the original file as a **text-only document** (which strips out any embedded font codes from the word processing program) then reopen, cut and paste the text. (**this is the simpler approach**)

or

b) Go into the HTML tab and remove the font tags that make it something other than the default. **This can take a lot more effort, especially if you aren't familiar with HTML tags**

In the HTML tab view, you might see something like this:

```
<span style="font-family: times new roman;">Some of the notable events this week in </span>
<a style="font-family: times new roman;"
href="http://www.pacaf.af.mil/library/pacafheritage/index.asp" target="_blank">PACAF
history</a><span style="font-family: times new roman;">:</span>
<span style="font-weight: bold; font-family: times new roman;">28 Mar 1942:</span><span
style="font-family: times new roman;">Doolittle Raid Planning </span>
<span style="font-family: times new roman;">Without knowing the details or objectives of the top
secret mission, Generalissimo Chiang Kai-shek granted final consent for American bombers to land at
Chinese airfields. A few days later, President Chiang was told that at least twenty-five B-25's would
be employed and that he should have fuel and flares ready at the Chinese bases. This was the final
piece to be put in place for the </span><a style="font-family: times new roman;"
href="http://www.doolittleraid.com/" target="_blank">Doolittle Raid</a><span style="font-family:
times new roman;">. (Map and blood chit below - click to enlarge.)</span>
```

The **red text** is the HTML coding that makes the text a Times New Roman font. These instructions **do not** show up when the page is displayed in the browser (Explorer, Firefox, etc)

**\*\* Note there is always a pair of tags for an instruction:**

<span style="font-family: times new roman;"> says that all following text will be that font. To end that, you have to place a **closing tag**: </span>

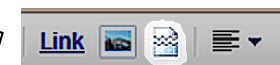
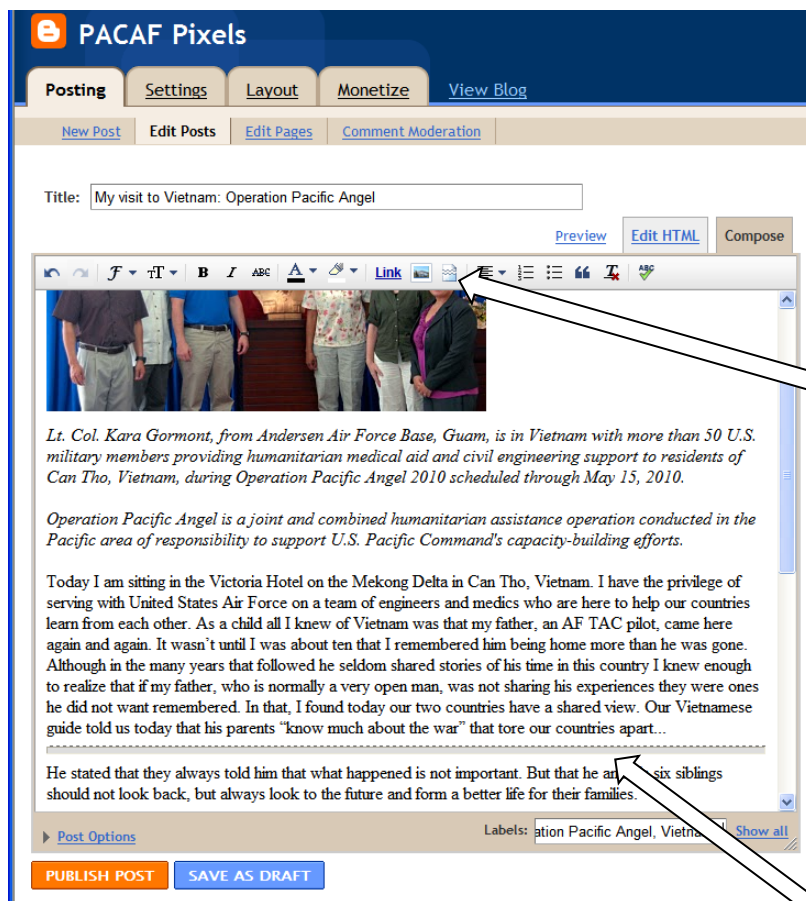
So, if you removed all the red text above, you'd be removing all the span style and 'cancel span style' tags, which would cause Blogger to render the text of the post in the **default font** (which is what we want for standardization).

## Making blog posts adhere to the stylesheet:

(2) *Just as we “jump” stories in a newspaper so we can fit more topics on a front page, we do the same thing in Blogger.*

There is no limit how long a post can be (so long as it's not badly written!). As with a newspaper, it's best to place parts of several stories within easy reach of the reader. For a blog, that means having *more than one post visible on the front page of the site* without having to scroll all the way through a lengthy piece. This requires inserting a jump.

**We've set up the defaults in Blogger so it automatically puts the tags in to make a jump -- it's up to you to position the instruction at the point in the post where you want it to cut off on the front page, with the link “Read more” beneath it. Find a point in the narrative that leaves the reader ‘hanging,’ so they're interested in clicking through to the rest of the story.**



The icon of a page with a jagged line across it is the tool to insert a jump in your post

Once you've inserted the jump this line appears, showing you which part of the post is “below the fold,” and will only appear when the reader clicks “Read More.”

## Making blog posts adhere to the stylesheet:

*(3) When posting, use hyperlinks to direct readers to good sources of more information... but make sure they find their way back to us!*

**Linking is at the heart of web connectivity.** The challenge is to make sure readers don't get "lost" and fail to come back to our site. To do that, you ensure links open in a *new browser window*. That way, when the reader closes out that window they still have a browser open with Pixels, where they can read more if they choose. Here's how to do it:

The example below is from one of our short "see also" posts, where we refer readers to articles or content related to PACAF.

```
The <a href="http://airforcelive.dodlive.mil/" target="_blank">Air Force Live
blog</a> has been following the preparation by Airmen at
<a href="http://www.elmendorf.af.mil/" target="_blank">Elmendorf AFB</a> for
the eruption of the <a href="http://www.popsci.com/node/33319"
target="_blank">Mount Redoubt volcano</a>. You can view their coverage <a
href="http://airforcelive.dodlive.mil/2009/03/23/elmendorf-airmen-prepare-for-mt-
redoubt/" target="_blank">here</a> and <a
href="http://airforcelive.dodlive.mil/2009/03/23/mt-redoubt-part-i/"
target="_blank">here</a>.
```

Again, note the pairing of the tags: for every tag that begins `<a href=>` there is a `</a>`. Don't panic -- Blogger inserts these hyperlink tags FOR you when you highlight text in the Compose view, click the hyperlink button and enter a web address. This specific instruction: `<a href= ...>` tells the browser the address of the **hyperlink reference** you're linking to.

Blogger doesn't automatically code for a new browser window, however. The part you have to add in the HTML view is the red text in the example above: `target="_blank"`. Here's a breakdown of what's happening with these tags:

`<a href="http://airforcelive.dodlive.mil">` means that any text between that tag and its closing tag `</a>` will be a hyperlink to Air Force Live. All you need do for every link in your post is go in to these link references, and add the new browser window instruction in the hyperlink tag:

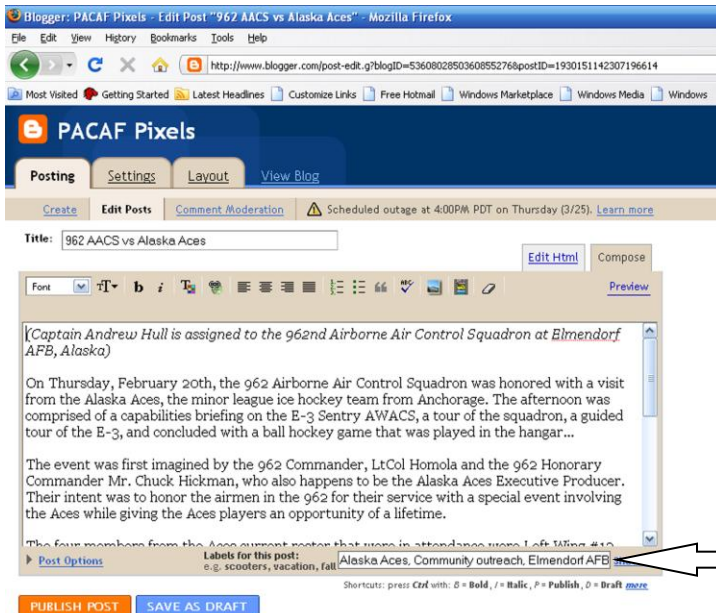
`<a href="http://airforcelive.dodlive.mil" target="_blank">` *This text becomes a link* `</a>`

## Making blog posts adhere to the stylesheet:

### (4) Label your posts!

Below the main window of your post editor screen, there is a blank line marked “Labels for this post.” Put some thought into the key subjects/terms of your entry, and add them here.

**This helps your post, and Pixels as a whole, show up in search engine results.**



Enter labels here



**Important:** ensure one of your labels is your base (i.e. “Yokota AB”). We have a list of all contributing units on the right side of the main Pixels page. Those names are linked to the tag page generated by your base’s name.

If a reader clicks that link, they’ll get a page with EVERY post produced by your unit... a useful feature!



# Air Force BlueTube:

## Posting video content and embedding in a Pixels Post:

Blogger provides adequate free storage space for text posts and photos, but not for extensive video hosting. Additionally, by hosting our video on BlueTube, we provide content on another site that might drive traffic back to Pixels. As of this writing, four of the top 16 viewed videos on BlueTube are PACAF products, some with over 1,000 views. Each of those videos, in their description, contains the address of Pixels.

SAF/PA provided PACAF/PA with the login credentials to YouTube, but asked we not disseminate that further. So... if you have a video you'd like to blog about, your first step is to get the video to PACAF/PA and we'll upload it *for you*. Once that's done, you'll be able to visit your video at AF BlueTube, get the embed code for it, and add it to your blog post with whatever text/photos you want to accompany it.

<http://www.youtube.com/profile?user=AFBlueTube&view=videos>

The address above shows all AF videos, starting with most recent loaded--should be easy to find yours once PACAF/PA loads it on the site.

A screenshot of a YouTube video player showing a hockey game. The video title is "962nd Airborne Air Control Squadron vs Alaska Aces". The video has 1,885 views and 2 ratings. The description on the right side of the video player includes the text: "Airmen from the 962nd Airborne Air Control Squadron from Elmendorf AFB, Alaska, take on some Alaska Aces hockey players. These Airmen not only control the skies, they're not bad on the hockey rink either." Below the description, there is a section for "More From: AFBlueTube" with a link to "Airman receives spot commendation".

Click and copy the embed code on the video's page

A screenshot of a Blogger post editor. The title is "962 AACs vs Alaska Aces". The post content includes a paragraph about the 962nd Airborne Air Control Squadron and a video embed code. The embed code is highlighted with a red box. The code is: 

```
<object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/zcHMsPfv7I6amp;hl=en&fs=1"><param name="allowFullScreen" value="true"><param name="allowscriptaccess" value="always"><embed src="http://www.youtube.com/v/zcHMsPfv7I6amp;hl=en&fs=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425" height="344"></embed></object><span class="fullpost">
```

The text in the red box is simply cut-and-pasted from BlueTube.

Note that in this example, 3WG/PA inserted a 'jump' right after the video ( `<span class="fullpost">` ) See Basic HTML Tip #2 for more.

## Effective posting: sample Pixel

<http://www.pacafpixels.com/2008/12/ensuring-good-landings-for-deployed.html>

thursday, december 4, 2008

### Ensuring good 'Landings' for deployed Airmen



*(Lt. Col. Marie Colasanti is Chief of the Behavioral Health Branch at Pacific Air Forces.)*

A new study by the [Institute of Medicine](#) featured in a [New York Times](#) article today brings to light the importance of understanding the long-term effects of [Traumatic Brain Injury \(TBI\)](#) experienced by our combat veterans. This is a great intro to what our military is doing in order to treat our war-injured military, especially those with TBI...

Read more »

By Pacific Air Forces at 1:21 PM  
0 comments

Labels: [Institute of Health](#), [PACAF medic](#), [traumatic brain injury](#)

SHARE   ...

Use of links to other articles and resources about the subject of the post.

### What it conveys:

- Post-combat care given to veterans
- Specifically what the Air Force is doing in the area of Traumatic Brain Injury (TBI), sometimes called the “signature injury” of the wars in Iraq and Afghanistan

### What makes it interesting and effective in drawing readers:

- This is one of the most unique posts on Pixels to date. The site had already run another post by a medical professional working in Elmendorf’s TBI clinic. When the NY Times newspaper ran a story about this type of injury, the team at the clinic seized the opportunity to highlight AF efforts in this area. By linking to the NY Times story, the Pixels Post showed up in the newspaper’s [trackback list of content related to their original story](#)... which led to follow-up media queries that gave additional opportunities to discuss how the Air Force is assisting wounded warriors with this type of injury. As a result of this interaction, a number of medical publications also became interested in how the military is dealing with TBI.

This example shows the potential of social media not only in its own right, but as a means to enhance and expand the reach of traditional media outreach efforts.

## Effective posting: sample Pixel

<http://www.pacafpixels.com/2009/06/building-partnerships-in-new-zealand.html>

sunday, june 28, 2009

### ➔ Building partnerships in New Zealand

*(Lt. Col. Kazuhiro Hongo is the Japan Air Self Defense Force, or JASDF, liaison officer to 13th Air Force at Hickam Air Force Base, Hawaii. )*

They call it “Windy Wellington,” and the two or so weeks I’ve spent in the capital city of New Zealand have been quite a change from the balmy weather in Hawaii. I’m here assisting the Royal New Zealand Air Force and the unit with which I now work, the 13th Air Force at Hickam, conduct the Pacific Rim Airpower Symposium and Senior Enlisted Leadership Conference.



I should explain: I’m the Japan Air Self Defense Force liaison officer to 13th Air Force...

[Read more »](#)

By 13th Air Force Public Affairs

at 7:48 PM

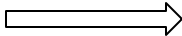
0 comments

Labels: 13th AF, Japan Air Self Defense Force

[+](#) SHARE [Twitter](#) [Facebook](#) [...](#)

Use of ‘teaser’ ellipses and jump to rest of content.  
This reduces the length of the post on the front page of the site, allowing **more posts** to be displayed without a reader having to scroll far down the page.

*This consideration is no different from the layout of a newspaper’s front page.*



### What it conveys:

- Integration of foreign liaison officers and development of working relationships
- Regional engagement with multiple nations

### What makes it interesting and effective in drawing readers:

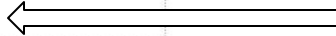
- Unique perspective (foreign officer working in a USAF headquarters)
- Unusual photo for military-related content – generates curiosity about topic of the post
- Effective ‘jump’ cut that leaves the reader wanting to know more

## Effective posting: sample Pixel

<http://www.pacafpixels.com/2009/07/long-lines-and-armed-basketball-guards.html>

sunday, july 19, 2009

### Will the guy with the gun please leave?



Post title got your attention, didn't it?

*(Lt. Col. Paul Conner is the 51st Medical Support Squadron commander assigned to the 51st Fighter Wing at Osan Air Base, South Korea. He is currently in Timor Leste supporting Operation Pacific Angel, a joint and combined humanitarian assistance operation currently underway in Timor Leste and Indonesia.)*

Three busy days...

Pacific Angel Dili primary clinic is open for business! Thursday our team arrived on site eager to throw open the doors--we had made our lists, checked them twice, and we just wanted to get started. Before we could begin, however, our site hosted the US Ambassador and the Timor Leste Vice Minister of Health for an opening ceremony. By mid-morning all the DVs (Distinguished Visitors) had arrived and a crowd of Timorese began to form--I think in equal parts of wanting to be seen in the clinic as much as, "Hey, what's going on over there?"...

[Read more »](#)

By 13th Air Force Public Affairs

at 9:29 AM

0 comments

Labels: 13th AF Medics, Pacific Angel, timor Leste

SHARE

### What it conveys:

- Promotion of regional stability through humanitarian assistance missions
- Unique challenges of some of the environments Airmen work in

### What makes it interesting and effective in drawing readers:

- Outstanding post title – catches reader's attention
- Carefully measured amount of writer's style of humor  
("Dirty Harry/Michael Jordon grabbed the weapon...")
- This post was part of a short series by the writer



## Effective posting: sample Pixel

<http://www.pacafpixels.com/2009/08/reserves-hurricane-hunters-to-face.html>

saturday, august 8, 2009

### Reserve's Hurricane Hunters to face Felicia

As Hawaiians brace for Hurricane Felicia, members from every TV and newspaper outlet on Oahu flocked to Hickam Air Force Base Friday to meet the Air Force Reserve's Hurricane Hunters here to survey the storm. The first crew -- and some adventurous members of the news media -- took off early this morning for a mission that will take them into the eye of the hurricane. Prior to the mission, Lt Col Christa Hornbaker (a flight meteorologist) explained how the Hurricane Hunters will use a GPS Dropsonde to measure weather data and transmit it back to the National Hurricane Center...



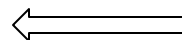
By Pacific Air Forces

at 9:40 AM

0 comments

Labels: 403rd Wing, Air Force Reserve, Hurricane Hunters

SHARE



This is a video-centric post;  
The introduction sets the stage as well  
as identifying the speaker... but the  
**video** tells the story.

### What it conveys:

- Total force message – important missions that are handled mainly/only by Guard/Reserve
- Willingness to be open to public/press to explain mission even as it's underway

### What makes it interesting and effective in drawing readers:

- Timeliness – this was posted while the storm in question was current news
- Video – not a polished, edited product; just simple Flip video of someone telling about what they do. The “amateur” feel of this type of video has greater impact in social media due to its “unplugged, live and unedited” nature.



## Effective posting: sample Pixel

<http://www.pacafpixels.com/2009/08/how-tour-normalization-affected-our.html>

sunday, august 16, 2009

### ➤ How Tour Normalization Affected Our Life



(Capt. Charlynn McGinnis is assigned to the 303rd Intelligence Squadron and Capt. Kenneth McGinnis is assigned to the 607th Material Maintenance Squadron on Osan AB.)

Photo and writer intro sets stage for the subject (challenges of joint-spouse military life)

I have been married for five years now. My husband Kenneth and I celebrated our anniversary two weekends ago -- together -- for the very first time. You see, we are both active duty military members. I have been deployed twice in the four years I've been in and Kenneth has been deployed three times within six years. Our deployments have varied from a four month AEF rotation to a 365-extended TDY. Now, how did this whirlwind life start? Well, it started in college...

[Read more »](#)

By 51st Fighter Wing Public Affairs at Osan Air Base

at 6:50 PM

0 comments

Labels: 51st Fighter Wing, AF families, Korea, Osan AB

SHARE

### What it conveys:

- Often-overlooked aspect of military life – challenges of dual-military families. *These sorts of personal anecdotes about the challenges or rewards of service life are among the most compelling to non-military readers who don't experience them day-to-day*
- Highlights efforts by the military to improve quality of life (tour normalization)

### What makes it interesting and effective in drawing readers:

- Introduces context right away – personal operational tempo
- Interesting jump (flashback feel)
- Timeliness – Tour normalization was a hot news topic at the time of this account

## Effective posting: sample Pixel

[http://www.pacafpixels.com/2010/02/alaska-bound-day-9\\_21.html](http://www.pacafpixels.com/2010/02/alaska-bound-day-9_21.html)

### Alaska Bound, "Day 9"

(Staff Sgt. Brian Ferguson is a photo journalist who recently transferred to the 3rd Wing, Elmendorf AFB, Alaska)



The Alaskan Highway adventure begins.

We got a late start this morning. I had to get my second oil change in 10 days, I got some tire chains (just in case) and we took a few photos around town. The people in Dawson Creek seemed to be nice and helpful, however, I was only there one day.

The weather was great. It was about 40 degrees for most of the drive.

A road crew stopped us before crossing the Peace River bridge. The guy came up to the car and told me there were some welders at the end of the bridge doing some maintenance.

He said, "Drive slow and don't be surprised if you see a guy walking the bridge. He's just listening to it as you drive over..."

[Read more »](#)

By Pacific Air Forces

at 12:04 AM

1 comments

Labels: Alaska, Elmendorf AFB, PCS

SHARE

Mention of Elmendorf AFB is also a link to the base's official .mil website, where interested readers can learn more about the missions

This particular series of posts were written by a public affairs NCO and his wife on their way to Alaska. In general, the intent with social media is to put non-PA Airmen in the spotlight to tell their stories in their own words. That doesn't mean PAOs can *never* be in the picture, but just as we do with all media engagements, we want to facilitate, rather than be the sole public face.

This series concept was a particularly interesting topic and was well executed.

### What it conveys:

- Unique journeys undertaken by military families to unusual locations – behind the scenes life

### What makes it interesting and effective in drawing readers:

- This was part of a series. Some posts were written by the Airman, others by his wife, who drove the Alaska Highway with him to their new assignment.

## Effective posting: sample Pixel

[http://www.pacafpixels.com/2008/10/anna-kournikova-visits-guam-airmen\\_29.html](http://www.pacafpixels.com/2008/10/anna-kournikova-visits-guam-airmen_29.html)

tuesday, october 28, 2008

### ➔ Anna Kournikova visits Guam Airmen



Internationally-recognized tennis star [Anna Kournikova](#) visited U.S. Airmen stationed at Andersen Air Force Base, Guam on October 28. Airmen dined with the sports celeb and showed her around the base. They even managed to get her into an explosive ordnance disposal suit! Check it out!  
**Update, Nov. 5:** Anna writes [her thoughts](#) about the trip.

By 36th Wing Public Affairs

at 10:49 PM

0 comments

Labels: Andersen AFB, Anna Kournikova, EOD, Guam, tennis star

SHARE

While there may be plenty of photos of this particular celebrity floating around the internet, few—if any—are in a military setting.

A well-tagged blog post and photo/video of famous personalities visiting Airmen will often show up in search engine results... even though Air Force material may not have been what the searcher was originally looking for.

← Link to video on AF Blue Tube



### What it conveys:

- Community programming through organizations like the USO
- Enabling public figures to be ambassadors for Airmen and issues that matter to them
- A 'lighter side' to serving in the Air Force

### What makes it interesting and effective in drawing readers:

This is a unique post in that it combines all of the following elements:

- Celebrity "drawing power"
  - Interesting photo
  - Video (linked to the introduction text... this remains one of the most-visited videos on AF BlueTube)
  - An 'update' added later, linking to Kournikova's blog, where she gives her impressions from the trip.
- Opportunities to "cross-link" like this are essential to developing interconnectivity with various audiences and potential sources of web traffic

# HTML “extra”

“HTML (Hypertext Markup Language) is the language used to encode World Wide Web (WWW) documents. It is a document-layout and hyperlink specification language that defines the syntax and placement of special, embedded directions that *aren’t displayed* by a Web browser, but tell it **how** to display the contents of the document, including text, images, and other supported media. The language also tells you how to make a document interactive through special hypertext links, which connect your document with other documents on your local system, the World Wide Web, and other Internet resources such as FTP and Gopher.”

*From “Webmaster in a Nutshell” by Spainhour and Quercia, O’Reilly Press (1996)*

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A key reason for the rapid expansion of social media sites is that it’s no longer necessary to be fluent in programming languages like HTML to generate user content. Blogger is an example of a “WYSIWYG” interface (“**What you see is what you get**”), that allows users to create sites in the same way they’d use a word processing program. The system does the HTML coding for you as you go. Blogger does, however, allow users to peek at the code the system generates. This is useful for tweaking certain aspects of what you’re trying to do.

The four tips in the Blogger section of this handbook should cover the most common tweaks that need to be made to your posts. For those who want to learn *more*, the book *HTML for Dummies* and a large number of web sites (Google “HTML coding,” for instance) exist to help people learn the basics.

## **Key concept to using HTML:** *Close what you open*

As noted earlier, for every tag like `<a href=“http://www.af.mil”>` there has to be a closing tag `</a>`. It’s like balancing a math equation or creating a mirror image. In a paragraph with multiple tags, you close by working your way back out, starting from the last thing you opened.

Example:

**<span style=“font-family: times new roman;”>**We the **<i><b>people, </b><i>** in order to form a more perfect union, establish justice, ensure domestic tranquility, provide for the common defense, promote the general welfare and secure the blessing of **<b>**Liberty **</b>**to ourselves and our posterity, do ordain and establish this Constitution for the United States of America. **</span>**

Note the font remained the same throughout, and was the first tag opened and the last tag closed. When emphasizing the word “people” by bold italics, it doesn’t matter which you opened first, but you have to close in a mirror/reverse order to how you opened them.

On the following pages is a list of common HTML commands, for those who want to dig past the Blogger interface.



# Basic HTML Commands

## Background Info:

- All HTML commands (or tags) are enclosed within angled brackets: <> Browsers will not display items inside these.
- <HTML> is the first tag, and </HTML> is the last tag in an HTML document.
- "/" signifies the end of a command (e.g. <BODY> is ended by </BODY>, <CENTER> is ended by </CENTER>)  
Note: all HTML commands are in American spelling (e.g. color, center, gray etc.) All spelling of commands has to be perfect (& American) for program to work. The most common mistake beginners make is mis-spelling commands, and not closing tags

## General HTML Format:

There are 2 parts to an HTML document: <HEAD> and <BODY>

The <HEAD> encloses the title and special commands (e.g. style sheets, keywords – these are not covered here)

The <BODY> encloses the entire HTML document

e.g. <HTML> <HEAD> <TITLE>Title that appears on browser button (e.g. Project Page)</TITLE> </HEAD> </BODY>

The entire document is enclosed between the <BODY> and </BODY> tags </BODY> </HTML>

### BODY Tag:

Within the <BODY> tag can appear a number of attributes such as TEXT, LINK and VLINK, BGCOLOR and BACKGROUND

<BODY TEXT="#000000"> sets body text default color as black (there are scores of color codes—Google “hexidecimal color”)

<BODY LINK="#FF0000" ALINK="#FF00FF" VLINK="#CC00CC"> depicts the links as red (LINK), the color the link is when you click on it as green (ALINK), and the visited link as blue (VLINK)

<BODY BACKGROUND=<IMG SRC="sandstone.jpg"> sets the background of the web page as the image sandstone.jpg.

Note: backgrounds shouldn't normally be busy – they should enhance the site not detract from it.

<BODY BGCOLOR="#FFFFFF"> sets the background as the color white. It is a good idea when using an image as your background to also have a BGCOLOR command as well -- this means that the colored background comes up until the image downloads.

Note: You can put all the above commands within the <BODY> tag simultaneously. Example:

<BODY TEXT="#000000" BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF0000">

will give a white background, black text and red links which stay red even after they have been visited.

## IMAGES:

Images are enclosed in <IMG SRC="nameofimage.jpg"> for a jpeg image (photograph) or

<IMG SRC="nameofimage.gif"> for a gif image (illustration, cartoon, text-based image, graph).

The IMG tag has the attributes HEIGHT, WIDTH, BORDER, ALT

It is advisable to always use HEIGHT and WIDTH because it reduces download time (the server can determine how much space to allocate the image. HEIGHT and WIDTH can either be in pixels e.g. HEIGHT="100" means 100 pixels, or percentages e.g. WIDTH="100%" means all of the width of the screen (or cell if is a table – more on that later) will be filled with the image

BORDER tag is set to zero if you don't want a border around your image; otherwise the default setting is "1" (narrow border)

The ALT tag depicts the message that will appear whilst the image downloads and/or (in some browsers) the message that appears when you roll your mouse over it. e.g. <IMG SRC="Raptors.jpg" ALT="Raptors rock!"> will read “Raptors rock!” when you scroll the mouse cursor over the image “raptors.jpg.”

# Basic HTML Commands

## Text and paragraph formatting:

<FONT FACE="nameoffont">Specifies the text font</FONT>

<H1>Largest Heading Size</H1>, <H5>Smallest Heading Size</H5>

<P>Paragraph

<CENTER> centers text, tables, images, </CENTER> indicates when centering ends

<BR>Line break (new line)

<UL>un-ordered list (bulleted points). Each point is preceded with <LI>

eg: <UL><LI>1st point<LI>2nd point<LI>3rd point</UL> will look like:

- 1st point
- 2nd point
- 3rd point

<OL> ordered list (numbered list). Follows the same principles as un-ordered list except each point is *numbered* rather than *bulleted*.

&nbsp; - makes a single, empty space

## HYPERLINKS:

Hyperlinks are at the heart of any effort to blog or cross-collaborate on content sharing. *Every* post on Pixels should be enhanced by hyperlinks that lead to related content, whether on the blog, other Air Force sites or general internet resources that help the viewer learn more if they so choose. Directing traffic to other sites also offers potential for establishing network relationships with others who may be generating content of a related nature.

There are **3 types of hyperlinks** (links) but each is represented by the tag:

<A HREF="nameofdestination.htm">Click here to get to destination</A>

1. Links which lead to someone else's web document on a web site *other than your own*:

<A HREF="http://web/address/filename.htm">Click to visit filename.htm</A>

2. Links which lead to *another page file within your web site*:

<A HREF="thisfile.htm">Click here to see this file on my web site</A>

3. Links which go to *a specific part of a page within in your web page*. These are called "anchors".

<A HREF="#bottom">Click here to go to last point on this page</A>

For the link to go to "#bottom" you will need to name something

"#bottom" using <A NAME="bottom"> </A>

Example: <A NAME="bottom">Last Point on Page</A>

# Learning the lingo

- \* **Aggregator** - A site, such as Bloglines or Google Reader, that displays information related to user-specified keywords. The information is gathered and remixed from multiple websites via RSS (Really Simple Syndication) feeds.
- \* **Archives** - a collection of all your posts on one page. Can be categorized by month etc.
- \* **Blog** – refers to an *entire web log site* (often confused with “post” or “entry”)
- \* **Blogroll** - list of links to other blogs in your sidebar. Also see [blogrolling.com](http://blogrolling.com)
- \* **BlogThis** - a function to allow a blogger to post the entry they a reading on another site
- \* **Categories** - A collection of topic specific posts
- \* **Comments** - enabling readers to leave their remarks
- \* **Creative Commons License** - A copyright license that spells out how proprietary online content can be shared, reused or altered.
- \* **Consumer-Generated Media (CGM)** - *First-person commentary* posted or shared across a host of expression venues, including message boards, forums, rating and review sites, groups, social networking sites, blogs, video-sharing sites, etc.
- \* **Crowdsourcing** - refers to harnessing the skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing content and solving problems.
- \* **Dashboard** - The first screen after logging into a blog, with all controls, tools and functions.
- \* **Digg.com** – allows registered users to recommend content to others. Number of positive/negative votes allows links to rise and fall in popularity
- \* **Flog** – a ‘fake’ blog, frequently created by an organization to *look* as if it were created by consumers. This is considered deceptive marketing and usually damages the organization’s standing when discovered.
- \* **Footer** – the bottom of the blog page
- \* **Header** - the topmost part of the blog usually listing the blog title.
- \* **HTML (Hypertext Markup Language)** – original programming code forming the backbone of the World Wide Web. Web browsers interpret this code to produce the on-screen layout of web pages.
- \* **Index page** - the front page of the blog
- \* **Jump** - the continuation of a the story on another page to preserve space on index page.
- \* **Listening** - The art of skimming feeds in the blogosphere to see what topics are creating buzz, including establishing alerts (ex: Google News Alerts) with various aggregators which will automatically monitor when certain topics or terms are mentioned.
- \* **Netroots** - A term coined to describe political activism organized through blogs and other online media including wikis, podcasts and various social networking sites. Derived from “grassroots.”

- \* **Open-Source Software** - Software often developed in a public, collaborative manner whose license permits users to study, change, improve and share the software, in a modified or unmodified form.
- \* **Post (or Entry)** - individual articles that make up a blog
- \* **Permalink** - A direct, enduring link to a specific post on a blog
- \* **Photosharing** - The social networking practice of uploading digital images to a website such as Flickr or Facebook, where tags can be added, so others can comment or even reuse the images under certain stated copyright license conditions.
- \* **Ping** - Short for Packet Internet Grouper. Helps to notify other blog tracking tools for updates, changes and trackbacks.
- \* **RSS (Really Simple Syndication)** – the XML format that allows you to subscribe to content on blogs, podcasts and other social networking, and have it delivered to you through a feed.
- \* **Sidebar** - One or more columns along one or both sides of most blogs' main page
- \* **Social networking** - The term used to describe the tools and platforms people use to publish, converse and share content online. These include blogs, wikis, podcasts, and the sites dedicated to share information, stories, photos, audio and video files, and bookmarks.
- \* **Tags (or Labels)** - attaching keywords to collect posts on similar topics
- \* **Template** - the blog layout/presentation design
- \* **Trackback** - A system by which a ping is sent to another blog to notify that their article has been mentioned by you.
- \* **Troll** – an antagonistic commenter who posts deliberately inflammatory remarks
- \* **Tweet** – a message (140 characters or less) posted on Twitter. A **'ReTweet' (RT)** is when other users rebroadcast that content, giving credit to the original poster. Information can spread very quickly in small bursts this way.
- \* **Viral** – Intriguing content forwarded by users via various platforms (email, blogging, Twitter, Facebook/MySpace) to their particular network of associates can find its audience suddenly growing exponentially. Marketers seek such a development, but 'going viral' is often unexpected or unintended by the content creator(s).
- \* **Web 2.0** – distinguishes current internet activity, which revolves around interactive platforms, from the early days of the World Wide Web. As web content creation became more accessible, the dynamic of the web changed from pulling information to sharing and collaboration in real time. For the younger 'digital native,' however, the term is relatively meaningless—it's *simply the only internet they've ever known*. It's also the first place they go to seek information.
- \* **Wiki** - An online, collaborative work space for multiple users of a web page or set of pages that can be edited collaboratively. The best known example is wikipedia, an encyclopedia created by thousands of contributors across the world. Once people have appropriate permissions set by the wiki owner, they can create pages and/or add to and alter existing pages.
- **XML (Extensible Markup Language)** - is a set of rules for encoding documents electronically. The design goals for this language emphasize simplicity, generality, and usability over the Internet.



# References & Additional Resources

This is the frontier for organizational communication and public affairs professionals., and will continue to evolve rapidly. The references below are offered as potential resources for professional development. With the exception of military content, this list does not imply endorsement by PACAF, the Air Force, or DoD.

## DoD / AF Publications:

DoD DTM 09-026, Responsible & Effective Use of Internet-Based Capabilities

AFI 35-101, Public Affairs Policy and Procedures, IC-3, 5 Mar 2010

AFI 35-107, Public Web Communications, 21 Oct 2009

AFPD 091210-043, Social Media and the Air Force, Nov 2009

COMPACAF Policy - Guidance for Airmen Communicating via Internet Media, 1 Apr 2010

PACAF PA OI 6-001 – Command Engagement with Internet Media, 8 Apr 2010

## Websites:

**Social Media @ DoD** - [http://www.defense.gov/home/features/2009/0709\\_socialmedia/](http://www.defense.gov/home/features/2009/0709_socialmedia/)

**Navy Social Media** - <http://www.chinfo.navy.mil/socialmedia.html>

**Social Networking Guide for Beginners** -

[http://webtrends.about.com/od/socialnetworking/a/socialnetwork\\_b.htm](http://webtrends.about.com/od/socialnetworking/a/socialnetwork_b.htm)

**Social Media Today** - <http://www.socialmediatoday.com/SMC/>

**10 Stages of Social Media Integration** –

<http://www.briansolis.com/2010/01/the-10-stages-of-social-media-integration-in-business/>

**The Essential Guide to Social Media** –

<http://www.scribd.com/doc/3283966/The-Essential-Guide-to-Social-Media>

**Blogging Tips for Beginners** –

<http://www.probloggger.net/archives/2006/02/14/blogging-for-beginners-2/>

**10 Tips for Writing a Blog Post** –

<http://www.probloggger.net/archives/2005/12/30/tens-tips-for-writing-a-blog-post/>

**HTML Code Tutorial** - <http://www.htmlcodetutorial.com/>

## Books:

*Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust*,  
Chris Brogan and Julien Smith

*Inbound Marketing: Get Found Using Google, Social Media, and Blogs*  
Brian Halligan and Dharmesh Shah

*Social Media Marketing for Dummies*, Shiv Singh

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